SM/BA 385 – Chapter 2 Assignment

Identifying Costs

Create an expense budget for a new college tournament in the sport of your choice featuring teams from five universities in your region.

–Consider how your selected sport will affect estimates

–Consider how the location of your tournament will affect estimates

- Can be submitted in bullet point format

•**Rubric:**

–Start with a brief description of the event including which sport and where it will be hosted as well as who will be the host.

–Include budget estimates for at least 3 expenses in each of the following categories (examples costs on slides 5-11):

•Facilities costs

•Player and game related

•Event Operations

•Marketing and Promotion

•Sponsor Fulfillment

•Guest Management and Hospitality

•Event Presentation

–Estimate your Miscellaneous and Contingency budgets and justify your estimates.

–Make sure that all budget estimates are realistic; use research to determine estimates and provide brief explanation of each estimate.

–Make sure all estimates align with the event you have described.